

PEER-TO-PEER FUNDRAISING TOOLKIT

GenNEXT

2024





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Welcome!

Thank you for being a champion for United Way of the Alberta Capital Region! Every dollar that we raise together helps build a resilient, connected, and thriving community where no one is left behind.

All donations collected go toward effective programs and services offered by United Way and a network of social agencies in the Edmonton area that address a range of needs for vulnerable children, families, and individuals.

Together, we create positive lasting change that benefits all members of our richly diverse community.

Getting Started

So, you've made the decision to host a peer-to-peer fundraiser on behalf of United Way. Now what?

1. Set up your fundraising page. Be sure to explain why the cause is important to you!
2. Set your goal. An initial target of \$1,000 is a good starting point.
3. Share your fundraising page link by email, text, or social media. Invite people in your network to support your campaign!

Examples of Peer-to-Peer Fundraisers

- Birthday fundraiser
- Fundraiser in someone's honour or memory
- Awareness day fundraiser
- Car wash
- Dinner party
- Holiday party
- Golf tournament
- Game night
- Walk-a-thon





8 Tips for a Successful Fundraising Campaign

1. Share your 'why'

Tell your potential donors why this cause matters to YOU. The more personal, the better!

2. Have fun with it (if you want to)

Whether you want to run 5 kilometers, celebrate a birthday, or honour someone special, feel free to make the fundraiser your own.

3. Lead by example

Set the stage and make the first donation. Show you're passionate enough about the cause to pitch in your own funds – any amount helps!

4. Mix it up

Diversify the channels you use to reach potential donors. Include email, social media, phone calls, texts, and word-of-mouth.

5. Stand out on social

Share campaign content posted on @myunitedway's social channels or post your own photos or videos to encourage donations.

6. Persist with purpose

Ask more than once, but don't overdo it. Limit yourself to an ask, a gentle reminder, and a last call for support.

7. Stay positive

Not everyone will be interested in the cause or able to contribute, and that's okay. Don't get discouraged when people say no.

8. Show gratitude

Your network is helping GenNEXT change lives for the better. Remember to say 'thank you' for supporting a cause close to your heart!





Fundraising Resources

Graphics

- Download GenNEXT logos [HERE](#).
- Download United Way logos from our online Campaign Toolkit [HERE](#).

Website

- <https://www.myunitedway.ca/take-action/join-a-group/gennext/>

Shareable News & Stories

<https://www.myunitedway.ca/news/>

- [Peace Out Poverty Podcast episodes](#)
- [Join GenNEXT to make a difference and build connections in your community](#)
- [Together, we're making a difference](#)
- [2022/23 Annual Report](#)

Videos

- [Vimeo Library](#)
- [United Way: Let's change lives together](#)

Hashtags

- #GenNEXT
- #MyUnitedWay
- #DoLocalGood

Social Media Links

- Facebook: [United Way of the Alberta Capital Region](#)
- Instagram: [@myunitedway](#)
- LinkedIn: [United Way of the Alberta Capital Region](#)
- X (formerly Twitter): [@myunitedway](#)





Key Messages

What is GenNEXT

United Way's GenNEXT initiative is a movement of young community-builders in their 20s and 30s who unite to focus their passion on driving meaningful, positive change in our community.

About United Way

With over 80 years of experience, United Way of the Alberta Capital Region is deeply connected to this community and its support systems. **We change lives by engaging passionate changemakers, investing in effective agencies, and working in partnership with the social sector to create long-term solutions.**

Why United Way

- United Way's approach ensures contributions and resources are used effectively to respond to the complex issues in the community.
- You are an essential part of a movement to build resilient, connected, and thriving communities where no one is left behind.
- Your generous contributions and active involvement have a direct and transformative effect on your neighbors, making a tangible difference right here in the Alberta Capital Region. Together, we create positive lasting change for a stronger, and more vibrant community.

Asking for Support

- We value each person's unique participation in support of the community they love and collectively drive purposeful and meaningful social change.
- Be a force for local good and join us in strengthening our community, ensuring that no one is left behind.
- You truly care about our community and the issues that affect it. By joining forces with others who share your values, we work together to build a community where everyone has the chance to thrive. United, we can make a real difference and make long-lasting change in our community.
- Joining United Way means driving systemic change. Together, we make the most of your resources by fostering collaboration and amplifying our impact. Your contributions go farther and wider where you'll see the direct impact right here in our community.





Communication Examples

Fundraising requires using your own social network to spread awareness and raise money. To be successful, you must know what to share, who to share it with, and how to share it.

- **Emails** are good for more professional contacts. They make the ask feel more personal, but maintain a more formal tone.
- **Social Media** is good for asking relatives and acquaintances. You can send your link and a few words explaining your connection to GenNEXT and United Way. You can also write up a more general post and encourage others to share it themselves.
- **Individual Phone Calls and Text Messages** to a few people in your contact list are likely to bring in multiple donations.
- **Word-of-Mouth** is the most powerful way to spread a message. In fact, 90 percent of people trust a personal recommendation, even from strangers!

Emails

Online Fundraiser

Subject Line: Join my fundraiser in support of United Way!

Hi <First Name>,

As a member of United Way of the Alberta Capital Region's GenNEXT initiative, I'm helping to raise money in support of United Way and local social agency partner programs, and I need your help to raise <\$ goal> in <number> days!

You can drive purposeful and meaningful social change for vulnerable children, families, and individuals facing complex barriers. By supporting United Way, you are investing in programs that support mental wellness, access to education, and financial literacy.

<1-2 sentences about why you support United Way or why GenNEXT is important to you>

Every dollar you donate stays 100% local, benefiting a network of social programs and services that empower people to improve their lives. A donation of any amount can make a big difference in the lives of vulnerable neighbours!

Let's change lives together. Donate today! <Link>

<Signature>





Special Event

Subject Line: Join me for a special fundraising event in support of United Way!

Hi <First Name>,

As a member of United Way's GenNEXT initiative, I'm excited to invite you to a <special event> I'm hosting in support of United Way of the Alberta Capital Region's work in community.

This event aims to bring local changemakers together to raise <\$ goal> in support of programs that support mental wellness, access to education, and financial literacy.

<1-2 sentences about why you support United Way, why GenNEXT is important to you, and/or why you chose to host this event to fundraise for United Way.>

Event Details:

Date: <Event Date>

Time: <Event Time>

Location: <Event Location>

RSVP here <insert link> by: <RSVP Date>

I look forward to sharing this meaningful <evening> with you! Let's change lives together.

<Signature>





Social Media

Online Fundraiser

Join my Fundraiser in Support of United Way! ❤️

As a member of the GenNEXT initiative, I'm on a mission to raise money for United Way of the Alberta Capital Region, and I need YOUR help to raise <\$ goal> in <number> days!

By supporting United Way, you are investing in local programs and services that support mental wellness, access to education, and financial literacy. <1 sentence about why you support United Way or why GenNEXT is important to you>

Click the link to contribute to my fundraiser and be part of a powerful collective of changemakers driving meaningful social change.

Together, we can build a resilient, connected, thriving community where no one is left behind.

<personal fundraising page link>

#GenNEXT #MyUnitedWay #DoLocalGood





Special Event

Join me for a Special Fundraising Event in Support of United Way! ❤️

I'm beyond excited to be hosting a <special event> in support of United Way of the Alberta Capital Region!

This event aims to bring local changemakers together to raise <goal> for local programs and services that support mental wellness, access to education, and financial literacy. <1 sentence about why you support United Way, why GenNEXT is important to you, and/or why you chose to host this event to fundraise for United Way.>

Event Details:

 Date: <Event Date>

 Time: <Event Time>

 Location: <Event Location>

 RSVP here <insert link> by <RSVP Date>

Together, we can build a resilient, connected, thriving community where no one is left behind.

#GenNEXT #MyUnitedWay #DoLocalGood

